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Clean version of amended claims:

12. (amended) The method for presenting a price comparison according to claim 11 further comprising

- collecting additional information from sales circulars, advertised specials, sales promotions, or merchants;
- collecting information relating to merchant name, merchant address, product description, model number, regular price, sales price, coupons, rebates, colors, or sizes;
- entering attributes into a search key;
- entering geographical region, postal code, town name, county name, state name, product name, product category, model number, product description, price, product features, or brand name into the search key;
- sorting the database according to price.

13. (amended) The method for presenting a price comparison according to claim 11 further comprising

- entering attributes into a search key;
- sorting the database according to merchant name, product name or model number;
- entering data for merchants offering a specific product in a specific state into the database, wherein the data includes merchant name, product description, sales price, coupons or rebates;
- providing access to the database through a browser interface;
- presenting options to the prospective buyer for choosing a state and a product;
- choosing a state and a product by the prospective buyer;
- retrieving the data after the state and product are chosen;

sorting records in an ascending order based on sales price into a listing; presenting the prospective buyer with the listing of merchants offering the product for sale in the chosen state;

furnishing an option to the prospective buyer to initiate sorting based on a merchant name.

14. (amended) The method for presenting a price comparison according to claim 11 further comprising

mapping the data to a unique address for a geographical area-product combination;

connecting to the unique address;

immediately presenting comparison data for a unique geographical area-product pair to the prospective buyer.

15. (amended) The method for presenting a price comparison according to claim 11 further comprising

checking inventory at a local store of a merchant upon request of a prospective buyer to determine availability of a chosen product;

reserving the product at the local store for pickup after determining availability has been performed.

16. (amended) The method for presenting a price comparison according to claim 15 further comprising

entering a registration token or a credit card number;

accepting the registration token or credit card number by the merchant;

guaranteeing a purchase by the merchant based on the accepting of the registration token or credit card number by the merchant.

17. (amended) The method for presenting a price comparison according to claim 11 further comprising

collecting additional information from sales circulars, advertised specials, sales promotions, or merchants;

collecting information relating to merchant name, merchant address, product description, model number, regular price, sales price, coupons, rebates, colors, or sizes;

entering attributes into a search key;

entering geographical region, postal code, town name, county name, state name, product name, product category, model number, product description, price, product features, or brand name into the search key;

sorting the database according to price, merchant name, product name or model number;

entering data for merchants offering a specific product in a specific state into the database, wherein the data includes merchant name, product description, sales price, coupons or rebates;

providing access to the database through a browser interface;

presenting options to the prospective buyer for choosing a state and a product;

choosing a state and a product by the prospective buyer;

retrieving the data after the state and product are chosen;

sorting records in an ascending order based on sales price into a listing;

presenting the prospective buyer with the listing of merchants offering the product for sale in the chosen state;

furnishing an option to the prospective buyer to initiate sorting based on a merchant name;

mapping the data to a unique address for a geographical area-product combination;

connecting to the unique address;

immediately presenting comparison data for a unique geographical area-product pair to the prospective buyer;

checking inventory at a local store of a merchant upon request of a prospective buyer to determine availability of a chosen product;

reserving the product at the local store for pickup after determining availability has been performed;

entering a registration token or a credit card number;

accepting the registration token or credit card number by the merchant;

guaranteeing a purchase by the merchant based on the accepting of the registration token or credit card number by the merchant.

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20. (amended) The method of claim 18, further comprising checking a store inventory of said merchants to determine the availability of said products.

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21. (amended) The method of claim 18, further comprising reserving at least one of a plurality of said products that can be picked up later at said merchant stores.

22. (amended) The method of claim 18, further comprising accepting a credit card number from said prospective buyer to purchase a product.

23. (amended) An apparatus for presenting price comparison to a prospective buyer for products offered for sale by a plurality of merchants, said merchants stocking said products in stores that said prospective buyer may personally visit to see and/or touch and/or feel said products, comprising:

at least one of a plurality of storage devices;

at least one of a plurality of processors connected to said at least one of a plurality of storage devices;

said at least one of a plurality of storage devices storing

information from a plurality of said merchants that comprises data on said products including price;

a program for controlling said at least one of a plurality of processors said at least one of a plurality of processors operative with said program to present at least one of a plurality of records that shows said comparison to said prospective buyer.

24. (amended) The apparatus of claim 23, in which said at least one of a plurality of processors are further operative with said program to use a search key to retrieve said data from said at least one of a plurality of storage devices.

25. (amended) The apparatus of claim 23, in which said at least one of a plurality of processors are further operative with said program to check a store inventory of said merchants to determine the availability of said products.

26. (amended) The apparatus of claim 23, in which said at least one of a plurality of processors are further operative with said program to reserve at least one of a plurality of said products that can be picked up later at said merchant stores.

27. (amended) The apparatus of claim 23, in which said at least one of a plurality of processors is further operative with said program to receive a credit card number from said prospective buyer to purchase a product.